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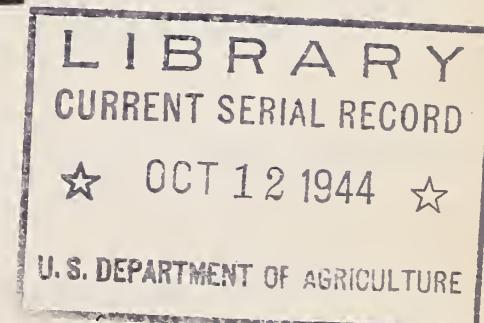
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# *Marketing activities*



WAR FOOD ADMINISTRATION Office of Distribution

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## FRUIT AND VEGETABLE TEAMWORK

This is how producers and processors of fruits and vegetables, up against giant demand and shortages aplenty, got together with Government, the man in the street, the woman in the kitchen, the kid from the schoolroom, and a stranger from Barbados to do a job of work.

## REDUCING COTTON DISTRIBUTION COSTS

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To compete with synthetic fibers after the war, cotton may have to cut some corners as it moves from the field through the gin and the compress to the mill.

## PROBLEM CHILD

Here's a statement which, had it been whispered 6 or 7 months ago, most likely would have caused someone to get a couple of ribs cracked in the ensuing stampede: "Your grocer has onions." Today the grocer has so many onions that unless his customers pitch in and help him move and store them, some mighty fine eating is going to waste.

## WRAPPING PAPER STRETCH

It seems that we are more out of the wood than the woods in the wrapping-paper and food-bag situation. Here is something grocers and their customers can do about it.

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Illustrations by June Mose

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## FRUIT AND VEGETABLE TEAMWORK

. . . . By Bill J. Williams

This is a simple story of how this Nation was suddenly faced with a dire need of more fruits and vegetables as well as other foods; how Uncle Sam called upon the American farmer and the processor and their experienced workers to produce as they had never produced before; how the housewife, the business girl, the co-ed, the high school youth, and the man on the street dropped their city chores occasionally and marched to the fields and canneries to help their rural neighbors harvest and process bumper crops.



It was with the knowledge that a can of beans or peaches might help mean the difference between victory and defeat at such places as Tarawa or even Stalingrad that the Nation's farmers, workers, and processors turned in an almost unbelievable performance. Today they are producing canned fruits and vegetables (excluding fruit juices, baked beans, baby foods, and soups) at the rate of about 340 million cases annually compared with about 300 million cases at the time of Pearl Harbor and 190 million cases for the 1937-41 average.

The War Food Administration, the War Manpower Commission, other Government agencies, and industry groups have recruited thousands of workers for the farm and the processing plant from the Nation's high schools, colleges, homes, and from all walks of life. More than 100,000 foreign workers--from Mexico, Newfoundland, Jamaica, the Bahamas, and Barbados--have been brought to the United States to work on farms and in canneries. In addition, many thousands of war prisoners are supplementing labor forces in harvesting and processing fruits and vegetables. In most cases, these prisoners have proved satisfactory.

Since 1940, more than 4 million farm people of working age have left agriculture for the armed services and jobs in industry or taken nonfarm jobs while continuing to live on farms. Though some of these workers have been replaced, the replacements generally have not had the skill or stamina to turn out as much work as the workers who left.

Processors also have suffered a heavy loss of experienced, skilled workers. In an effort to overcome these manpower shortages, the War Food Administration and the War Manpower Commission early this year

issued a call for 4 million farm-worker recruits and for either 700,000 full-time processing workers or twice that many part-time workers. While there is still a shortage in the most productive areas, this plea has not fallen on deaf ears.

Besides the regular farm workers and cannery employees, the U. S. Crop Corps and its two subdivisions, the Women's Land Army and the Victory Farm Volunteers, and other volunteer groups are helping to bring in the food. In areas where crops have been threatened with ruin for want of harvesting and canning, S O S calls have brought thousands of town and city people from their desks and workbenches to help out.

An example of this type of cooperation was seen at Camden, N. J., where stenographers, clerks, salespeople, lawyers, teachers, students, railroad men, engineers, and other trade and professional people joined in to can thousands of tons of tomatoes which could not be marketed fresh because of their extreme perishability and an existing market glut. An individual example is that of a Richmond, Va., grocer who each Wednesday closes his store and with his five employees helps some farmer harvest his crops.

Although U. S. farm employment has decreased 4 percent during the past year, there were slightly more than 10½ million people working on farms at the beginning of August. About a fourth of this number were hired labor and the rest were farmers and their families.

#### Seasonal Work

The problem of getting and keeping workers has proved a tough one for both grower and processor. The harvesting and processing season is short and most of the growers and processors cannot offer full-time employment. As a result, both have lost skilled workers to munitions industries in addition to those who went into the armed services. Processors especially found it difficult to get draft deferments for their workers since jobs, though essential, lasted only a few months out of the year. The military and war industry drain on skilled manpower from the farm and canning plants has made it difficult to keep machinery repaired because many of the workers who were drafted or went into other industries were mechanics. Women have taken over many duties formerly performed by men, but it has been necessary to recruit strong-backed men to do the heavy work. With so many able-bodied men in the armed services or war plants, men for the heavy work on farms and in processing establishments have had to be drawn from physically-deferred and over-age groups.

Although the short duration of the harvesting and processing season has kept many workers away, there are others whom it attracted. Many housewives, school youths on vacation, and rural folk are willing to work regularly throughout the season each year but would not devote the full 12 months to the job. Since almost all processing plants are located near producing areas, rural and small-town people furnish almost

all the labor requirements. These workers are being recruited through press and radio. The various methods used to enlist workers included extensive house-to-house pleas in Ohio and community meetings in Iowa. In many cases soldiers on furlough and medically-discharged veterans pitched in to help harvest and process fruit and vegetable crops.

Approximately 2,500 U. S. canners, employing between 700,000 and 800,000 workers, process about 60 percent of the annual fruit and vegetable crop. For the 1944-45 season a pack of canned vegetables included under the Government set-aside order (WFO 22.6) of slightly more than 201 million cases (24 2's) is forecast. Of this pack, about 47 percent will go to U. S. military and war services.

The pack of canned fruits included under the same order for the same period is estimated at about 70 million cases (24 2½'s), of which U. S. military and war services will require almost 60 percent.

Production of dehydrated vegetables by approximately 180 dehydrating plants during the 1943-44 season is estimated at about 190 million pounds compared with rough estimates of 75 million pounds in 1942-43, about 15 million pounds in 1941-42, and less than 5 million pounds on the average during previous seasons. Of an estimated allocable supply of 277 million pounds of dehydrated vegetables this fiscal year, U. S. military and war services are expected to use approximately 95 percent, the remaining 5 percent going to civilians for use in soup manufacture.

Gains in the pack of frozen fruits and vegetables also have been rapid. Approximately 125 U. S. freezing plants are expected to pack about 532.0 million pounds (processed weight) of fruits and vegetables this year compared with 460.0 million pounds in 1943; with 410.4 million pounds in 1942; with 315.0 million pounds in 1941; and with 237.2 million pounds for the 1937-41 average.

#### Add Victory Gardens

In addition to the commercially packed canned vegetables which farms and truck gardens produced, approximately 8 million tons of fresh vegetables, much of which was processed in the home, were grown in some 20 million Victory Gardens. This year's Victory Garden goal is 22 million gardens--16 million in the cities and 6 million on farms--with a production of 10 million tons. Last year's production from Victory Gardens alone accounted for 40 percent of the total U.S. fresh vegetable production--enough to fill 160,000 freight cars or 800 Liberty ships loaded with 10,000 tons each.

In producing these record fruit and vegetable crops, the farmer and the processor had to deal with plenty of problems besides the shortage of labor. The equipment to harvest and process the crops had to be maintained under wartime conditions that necessitated the use of substitute metals for aluminum and stainless steel. Containers had to be provided and tinplate conserved. As a result, the process of plating

steel for cans was revised at a cost to the canning industry of several million dollars. In the place of the standard pre-war can--comparatively thick, generously dipped in tin, and soldered--cans with thinner steel plate and less tin and solder were introduced. A new electrolytic process turns out cans using about half the tin the old method used.

Further conservation has been brought about by prohibiting the packing of certain foods which were not considered as essential in wartime as certain others, and by packing fruits and vegetables in larger cans than were used in peacetime. The canning industry normally uses more than 2 million tons of steel annually for processing.

As part of the tin-conservation program, certain new types of metal containers have come into use for canned foods. Before the war, only hot-dipped tinplate was used. It carried a greater weight of tin than was considered necessary under wartime conditions. In addition to hot-dipped plate, which is still used for certain products, there is now a wide use of "electrolytic" tinplate, in which as little as a third of the original weight of tin is deposited evenly on the steel plate by electrolysis. For some products it is even possible to use combination cans whose ends are fabricated from enameled and chemically treated steel plate.

#### Shelf Life

So the containers now used for heat-processed foods represent a wide range in the use of tin. Selection of the container depends to a large extent upon the acidity of the product. Thus, most fruits are still packed in containers made of hot-dipped plate. Products which show little chemical effect on the container, such as peas and corn, are canned in containers having enameled electrolytic plate bodies and enameled chemically treated plate ends. The aim has been to allocate the different plates so as to provide for each product a "shelf life" comparing reasonably with the shelf life it had before the war.

A specially treated can with a protective coating of dull paint was developed for food shipment to our troops overseas. This "pre-coating" not only reinforces cans against dampness and other weathering but also takes off their shine so that the enemy cannot see them from land or air.

In some instances glass containers have been substituted for tin cans. The packing of fruits and vegetables in glass jumped from 10 or 12 million cases at the beginning of the war to more than 50 million cases now.

The conservation of shipping containers was accomplished in much the same way as that of tin cans. Wherever it is feasible, thinner corrugated fiberboard instead of solid fiberboard is used. Although containers usually cannot be reused for the shipping of canned fruits and vegetables, today the fruit and vegetable industry is collecting

these containers for the shipment of lighter products. And railroad transportation is being conserved by loading railroad cars to a 65,000-pound minimum.

The wartime demand for processed fruit and vegetable commodities has necessitated the establishment of price control and rationing. These programs have been developed and administered by the Office of Price Administration and WFA with the assistance of processors and growers. These processors and growers have unselfishly produced for war, risking price declines and inventory losses if the war should end abruptly. To encourage maximum production, price ceilings have been established after consideration of the growers' and processors' increased costs of production.

To hold the line on the prices of some commodities, WFA has undertaken subsidy programs. To encourage production and enable processors to pay maximum prices to growers, WFA also supports the prices of certain processed fruits and vegetables.

Yes, it is a simple story--but the task of gathering and processing these crops in the face of shortages in manpower, tinplate, glass, containers, and machinery was no simple thing. All in all, the job of getting the record fruit and vegetable production out of the field and into cans has been a fine example of cooperation.

And the credit for it belongs to no one group, person, or Government agency . . . but to the American people as a whole.

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#### WFO's 86 AND 87 TERMINATED

War Food Orders 86 and 87, which have limited the soap and fatty acid inventories of industrial users since October 1943, have been terminated. WFO 87 was issued October 23, 1943, when fatty acid stocks were at an all-time low and when limitations on the use of fats and oils without glycerine recovery were contributing to an increased demand for these acids in soaps and lubricants. Glycerine recovery limitations have since been lifted, lessening the demand for fatty acids.

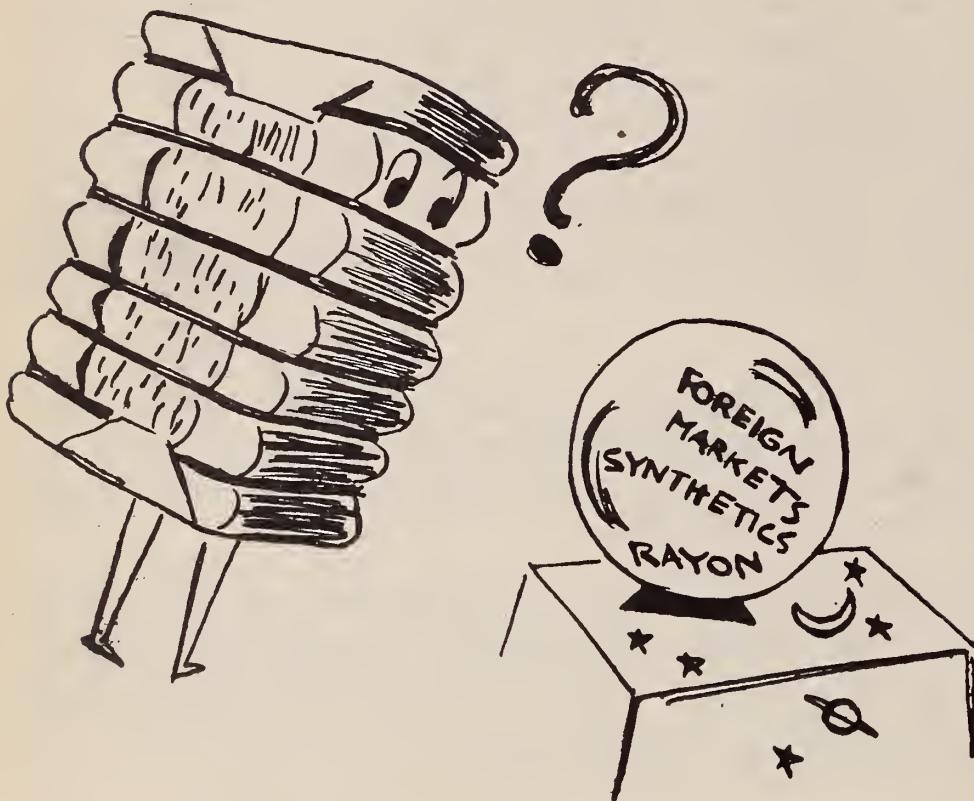
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#### DRIED FRUIT SET-ASIDE RESTRICTIONS CONTINUED

Packers will continue to set aside their packs of certain dried fruits for Government purchase during the 1944-45 marketing season, WFA has announced. The set-aside provisions, under an amendment to WFO 16, are essentially the same as those which were in effect during the previous year and cover dried apples, apricots, peaches, pears, prunes, raisins, and Zante currants.

## REDUCING COTTON DISTRIBUTION COSTS

. . . By John W. Wright



After this war, American cotton is likely to face its most severe competition ever. In domestic markets, competition will come from synthetic fibers, paper, perhaps other materials. In foreign markets, it will come from these and cotton produced cheaper than we produce it. So the prices at which we produce raw cotton and its products will largely determine the extent of the post-war cotton market.

Foreign cotton growths are likely to continue reaching world markets at prices considerably below the prices U. S. growers have recently become accustomed to. Increased synthetic-fiber production and progressively decreasing prices as mass-production methods are adopted will probably make it more and more difficult to find market outlets for cotton at present price levels. Rayon staple fiber, which can be run on a cotton system, offers even the cotton manufacturer the choice of using the material he finds most profitable.

Processing costs of rayon staple fiber are reported to be somewhat less than those of raw cotton. Although we do not know the future price level of rayon staple fiber, we know the price may go even lower after the war. For one thing, the wartime tax amortization provision under which much synthetic-fiber capacity has been built will enable manufacturers to operate with minimum fixed charges for plant investment. So it is clear that how well cotton is to keep its present markets or develop new ones will depend not only upon technological factors of suitability for specific uses, but also upon its price in relation to competing materials. Readjustments within the cotton industry in both physical suitability and price will require working together by the cotton breeders, producers, ginners, marketing agencies, and manufacturers.

Whether American cotton can meet this likely price competition without serious effects on the American growers' income depends chiefly on how much the costs--not only of growing cotton but also of ginning,

packaging, storing, marketing, transporting, and processing it--can be reduced. Let's look at the possibilities of reducing the latter group of costs, including ginning and all other services and processes in the distribution of cotton between the farm and the cotton mill.

Ginning and wrapping costs for the Cotton Belt as a whole today average a little more than \$6 a bale. Although this is quite an item in the cost of preparing cotton for market, it is perhaps no higher than is required for satisfactory services as the ginning business is organized at present. This does not mean, however, that ginning costs could not be reduced. Indeed, the ginning and packaging processes perhaps afford the most promising field for cotton-distribution cost reduction. Realization of these possibilities depends upon the development and application of basic information on the optimum size and organization of gin plants and perhaps their effective integration with such related processes and services as the crushing of cottonseed, and the storage, preliminary marketing, and possibly the processing or partial processing of the lint or linters.

#### Highways and Trucks

Although there are fewer gins in the United States now than two or three decades ago, the present ginning industry (with few exceptions) is designed, in both the size and location of the individual gin, to serve producers who haul seed cotton to the gin in horse-drawn vehicles. As a result, ginning is small-scale and on the whole relatively inefficient. Recent studies indicate that more than 70 percent of the crop now goes to the gin in motor vehicles. In view of present-day highway and transportation developments, there is no reason why the size and equipment of a cotton gin should be limited to that adapted to serving a radius of 3 or 4 miles--the typical case today. Moreover, ginning is highly seasonal, most of the year's crop being ginned within a period of a few weeks out of the year. As now organized, the industry does not have--nor could it justify economically--the kind of mechanical service required for the best results.

Some firms have made a good start already in developing large-scale ginning establishments. One such centralized type, integrated with a cottonseed-oil mill, consists of some 36 gin stands with the ginning layout so organized that the seed is conveyed mechanically to the oil mill with no handling at all. This establishment normally gins upwards of 30,000 bales a season, its cotton (practically all of it transported by truck and trailer) drawn from a radius of 15 or 20 miles.

Many other gins have made good starts, too. Usually they have begun by installing modern ginning and accessory equipment for doing a superior job of conditioning, cleaning, ginning, and packaging. Then, in order to get enough cotton for profitable operation, the ginners have aggressively gone after it. In some cases, they have provided for the farmers a fleet of trailers, with a result of lowered charges and better service.

As the ginning industry is now organized, some 12,000 separate gins are situated at practically every village and crossroads throughout the Cotton Belt. Fewer but larger and better-equipped gins located mostly in the county-seat towns would probably provide ginning services more economically. Whether this type of centralized ginning establishment could continue most advantageously as a separate enterprise or better be integrated with existing compress and warehouse establishments or cotton-oil mills is a question. At present, compresses, warehouses, and cotton-oil mills are for the most part strategically located for serving a cotton-producing territory large enough to provide the volume of cotton for optimum ginning efficiency. In general, both the lint and the seed now move on anyway from the gin to larger towns (such as county seats), so no additional transportation would be necessary to get the cotton to centralized gin plants at these points. Indeed, considerable handling of both the lint and the seed would be eliminated.

In making the transition to the centralized establishments, there would be no need to discard the part of existing equipment which is suitable for use. Provided it was not obsolete, it probably could be regrouped and used in the centralized gins.

#### Mechanical Harvesting

Mechanical cotton harvesting, if it is widely adopted (as now appears probable), will have a very definite impact on the industry in respect to both ginning equipment and ginning services. If we are to avoid the displacement of cotton by other textile raw materials because cotton spinners object to the low grades of cotton which mechanical harvesting produces, the ginning industry will have to provide a more effective way of cleaning lint than it has today. Indeed, perhaps the successful adaptation of mechanical harvesting to the American cotton crop will depend on the development of equipment which will clean lint better *after* its separation from the seed and *before* it is compressed into bales. Research aimed at the development of such equipment is even now being undertaken by the War Food Administration.

Development of this equipment would substantially reduce the cost of transporting and marketing. The extraneous material which has to be cleaned out of the American cotton crop at cotton mills every year weighs an estimated 100,000 tons. To this must be added the cost of transporting, storing, and other handling of this waste. If cleaning equipment of this type is developed, its use would presumably be more feasible in gins of the centralized type.

It must be remembered, however, that the engineering and economic aspects involved in any such ginning reorganization have not yet been worked out. We do not know, for example, the optimum size and organization for minimum cost and maximum-quality service. But the trend toward larger gins is unmistakable and may move faster during the next few

years. If so, we shall have opportunity to develop more precise information by means of research and experience.

The packaging of American cotton has long been unsatisfactory both in cost and result. Except for export cotton, it would be much more economical and satisfactory to prepare the final bale package at gins than to turn out low-density bales which later have to be compressed, with further handling and expense, at compresses. Recent research indicates the mechanical and economic feasibility of gin presses capable of producing bales of standard density (22 pounds per cubic foot). Bales for domestic shipment would not need recompressing. The net cost reduction is conservatively estimated at from 30 to 50 cents a bale, depending on the volume of cotton handled annually per press. The bale itself is much better than the present one in appearance, for protection to the cotton, handling, storing, for loading in the cars and opening at the mill.

### Marketing Economies

Economies are possible also in the marketing and handling of cotton in marketing channels. The present spread between prices to cotton growers and prices paid by cotton manufacturers at the mill is about \$10 a bale. This average includes all margins and the costs of all services in the concentration, merchandising, and delivery of cotton. Of course, the spread varies greatly in the various producing areas.

Some of the most promising cost-reducing possibilities are in the integration of the marketing services with ginning services at centralized ginning establishments. Obviously, the volume of cotton received at such establishments would facilitate segregation of even-running lots for direct shipment to mills. No doubt this volume would attract direct buying and competition between cotton merchants or shippers and often by and between mill buyers, and so avoid much of the expense of assembling from country markets.

So long as warehousing and marketing facilities were located in the same towns as the centralized gins, it would make no difference whether they were operated as separate enterprises or under the same management. There could be any number of kinds of marketing--auction sales, selling over factors' tables, through cooperatives, or by the conventional methods of private negotiation of sales between buyer and seller.

Another important advantage would be prompter service in official classification. This is especially true where the volume of cotton handled at one point would justify the performance of those services locally. The classification could be available the same day the cotton was ginned.

One of the weakest spots in present U. S. marketing is in the sampling of the bales in marketing channels. Practically all bales are

cut several times for samples on the way to the mill. The fees for sampling, usually repeated several times for each bale, plus the actual loss of cotton involved, account for a significant part of the price spread between growers and manufacturers.

Notwithstanding the costs and damage to the bale package involved, present sampling methods do not provide representative samples because many American bales are not uniform in quality throughout. Samples cut from the two bale surfaces in many cases do not accurately indicate the quality inside the bales.

Recent research has provided equipment for the automatic mechanical sampling of cotton bales while they are being formed at the gin. This equipment, which can be used with standard gin equipment, takes true cross-section samples. As many duplicate samples as are required can be taken from each bale. These could be used for all purposes throughout the entire marketing chain. General installation and use of such samples all along the way would, it is estimated, reduce marketing costs by about a dollar a bale.

Customary methods of concentrating cotton of a wide range in quality from an extensive producing area, in order to facilitate segregation into lots that are even running in quality, is a rather expensive process when all the services involved are counted. This system of assembling and merchandising cotton appears likely on the way to becoming obsolete in view of present trends toward standardization of the production of improved varieties on a community or area basis.

#### Character

For many years, marketing agencies and cotton manufacturers have bought cotton largely on the basis of grade and staple length. Grade factors have provided a fairly reliable index of manufacturing waste and, indirectly, of the extent of fiber deterioration. Staple length has provided a fairly good index of the use to which a given lot of cotton is adapted, the machinery organization required to process it, and the approximate yarn strength that may be expected. But quality factors other than grade and staple length are also important for spinning performance. These factors are sometimes referred to as "character."

Recently, laboratory methods have been developed to measure such physical properties of cotton fibers as tensile strength, fineness, length uniformity, and maturity. Relation of these properties to processing performance and to yarn and fabric quality have also been established. These accomplishments have done much to speed up the development of new varieties and strains of superior-quality cotton and to stimulate the interest of cotton manufacturers, merchants, and others in the various quality factors which they have not previously taken into account in commercial practice.

The fact that the various fiber types are inherently characteristic of specific varieties and growths has become well established. As manufacturers become acquainted with these characteristics of specific improved varieties and growth they are discovering that character--the "third dimension" of cotton quality--can be dealt with most conveniently and effectively in terms of variety and growth. They are also finding that consideration of this factor increases their ability to get supplies of the kinds of raw cotton they need.

Before cotton manufacturers can take full advantage of buying on the basis of variety and growth, production of improved varieties on a sizable area basis will have to be standardized and a system of bale identification to permit the positive identification by variety and growth throughout marketing channels must be adopted. Such a bale-identification system, by avoiding the present repeated tagging and marking of bales with each change of ownership, would result in further substantial savings.

Inevitably, as the production of cotton becomes standardized by variety in sizable areas, marketing channels will be shorter and more direct, and the spread between farm prices and mill prices will be narrowed.

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#### WFA ACTS TO MAKE MORE COLD-STORAGE SPACE AVAILABLE

With the Nation's cold-storage warehouses more fully occupied than ever before, WFA early in September took further steps to insure availability of enough freezer space to handle the products most essential to warmaking.

A new cold-storage order (WFO 111, superseding former WFO 70 and WFO 90 and including substantially all of their provisions) limits the total quantity of frozen fruits and vegetables and packaged frozen fish that may be stored in any warehouse to the quantity stored October 1, 1943. It also prohibits storage in freezer space in any warehouse of any product in lots smaller than 300 pounds, and restricts the storage of frozen poultry in barrels and baskets. These three provisions are aimed at providing enough freezer space ( $32^{\circ}$  F. and below) to handle meat and poultry needed by the armed forces.

The limit on frozen fruit and vegetable stocks was necessitated by the tremendous growth of the frozen food industry, which has led to the use of a disproportionate share of freezer space for these commodities. The new order allots to these commodities about a fourth of total U. S. freezer capacity.

## PROBLEM CHILD

. . . . By Bernell Winn

Onions are acting up again. Early this year there weren't enough of them, remember? Now it's the other way around. Or to be more exact, there are more than we can take proper care of with the limited storage space we have for onions today.

What to do about it? Somehow, we've got to get U. S. consumers during the next month or two to buy more, store more, and eat more than before of this delightful though capricious problem child of food distribution.

A record late summer onion crop of 17,320,000 sacks (100 pound) was indicated for the northern and western producing States on the basis of August 1 conditions. This crop would exceed the previous record established in 1939 by more than 3 million sacks. It is 51 percent greater than last year's crop and 47 percent above the 10-year (1933-42) average.

The greatest expansion in acreage and production has occurred in the Western States (Colorado, California, Idaho, Oregon, Utah, Washington, Nevada, and Arizona), where this year's production is more than 133 percent above average. The crop in the Eastern States (Massachusetts, New York, and Pennsylvania) is 20 percent above average, whereas that of the central producing States (Michigan, Minnesota, Wisconsin, Illinois, Indiana, and Ohio) is about 20 percent below average. Prospects are that the Western States will produce more than half of the late crop, the Eastern States about a fourth, and the Central States about a fifth. During the 10-year period 1933-42 each section produced roughly a third of the total.

### Storage Space

As a result of increased production in the western producing States this year, a critical shortage of storage space is anticipated there. Although the shortage of warehouse space may be a problem in the Midwest and East also--particularly New York, where the crop is expected to be very large--the problem in these States should not be so serious.

The help of retailers in moving these record onion supplies is needed, particularly during the harvest season. Retailers can feature the sale of onions at attractive prices through store advertising and special displays. Besides promoting greater-than-usual consumption, retailers can help by advertising lots of 10 pounds or more for home storage. And restaurants, hotels, institutions, and other large users can pull part of the load by using more onions this fall than usual and arranging to store some also. Onions can be stored all winter if they are put in a cool, dry place that has plenty of ventilation. For the most successful home storage they should be placed in a cool basement or storage room where the temperature ranges between 32° and 55° F.

Why did we miss the onions so much last spring when they were scarce? Well, we were used to having them around, they were a household stand-by, and we just couldn't get ready for it when all of a sudden they were gone. But there was more to it than that. For the onion is not just any commodity. It has a very special flavor--a personality. In the South, for family-style service, chopped onions, sliced tomatoes, green peppers, and vinegar are served to eat with turnip greens, black-eyed peas, string beans, and other hot, cooked vegetables. This is perhaps an adaptation of the French and Italian custom of serving appetizers to begin a meal. Whatever the source, the idea of serving onions to whet the appetite for less flavorful foods is a nutritionally good one.

All good cooks appreciate the value of onions. In some dishes onions are needed for flavor only, in others they are the chief ingredient, in still others they are the whole show. They have a way with meat loaf, hash, stuffing for chickens and turkeys (yes, Thanksgiving!), stews, and Italian spaghetti. The big, mild-flavored Spanish onions (grown in the West where production is greatest this year) are particularly suitable for hamburger sandwiches. And as for liver and onions and, beyond that, steak smothered in the things . . . this is a subject we had better not even go into.

All we will say is that today there is a nip of fall in the late-afternoon air, along with a fine, appetite-needling rain, and we know one grocer on the route to our apartment kitchen who'll be holding 10 pounds fewer onions this night.

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#### FLUE-CURED TOBACCO ALLOCATION INCREASED

On the basis of substantially larger estimates of Flue-cured tobacco production in 1944, WFA recently increased from 482 million pounds to 578 million pounds the current season allocation to manufacturers and dealers for domestic use. This quantity is subject to further increase if present estimates materialize.

This increased allocation, provided in an amendment to WFO 4.7, permits manufacturers to purchase 88.8 percent of the quantity of Flue-cured they used during the year ended June 30, 1944, instead of the 74 percent set by the original order. Dealers may now purchase 135 percent of the quantity they were entitled to buy under the 1943 allocation order. WFO 4.7 as originally issued permitted them to buy only the quantity allocated to them last season.

The allocation to manufacturers will represent an inventory replacement because tobacco purchased currently will be aged before it is made into cigarettes and smoking tobacco. The 578 million pounds earmarked for manufacturers and dealers this season is 113 million pounds more than they could purchase last season.

## RESTRICTIONS REMOVED ON MILK IN BREAD

Because nonfat dried milk solids are in better supply for domestic use, WFA has amended WFO 1 to remove all restrictions on their use in bread manufacture. Use of milk in breadmaking has been limited since January 1943 to 4 parts of milk to 100 parts of flour. Removal of the restrictions will enable bakers to return to pre-war standards (averaging about 6 parts) and improve bread's nutritive value, palatability, and keeping qualities.

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## MILK SUGAR RESTRICTIONS LIFTED

Manufacturers and users of milk sugar may now produce, deliver, and use this product without restriction, as a result of the partial suspension on September 1 of WFO 95. So long as the present balance between the supply and requirements is maintained, complete allocation will not be resumed.

WFA has been allocating milk sugar to all users according to the essentiality of their products. Milk sugar is used primarily in the production of pharmaceuticals, infant foods, and--most important of all --penicillin. Greatly expanded demand for milk sugar by manufacturers of penicillin brought its distribution under control on April 1. Production at that time was insufficient to meet requirements of penicillin manufacturers and other manufacturers too.

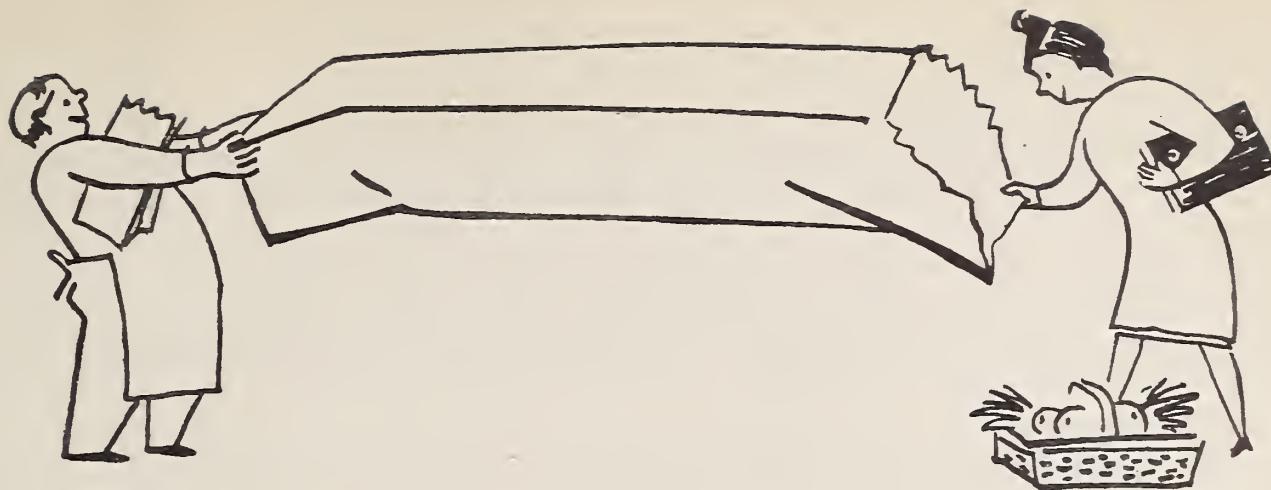
By developing cheese whey as a source of milk sugar, however, the industry has more than doubled its production in a few months' time without drawing milk away from the equally essential milk-powder program. Before this year, most cheese whey--a byproduct in cheese manufacture--was used for animal feed or wasted.

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## CHEESE SET-ASIDE FOR SEPTEMBER LOWER

Cheddar cheese manufacturers were required to set aside for war uses only 50 percent of their production during September, compared with 60 percent during August and the 3 months preceding.

This lowered quota reflects no decline in war requirements for Cheddar (American) cheese. With production now declining seasonally, the reduction merely accords with the plan of adjusting "set asides" so that civilian cheese supplies will remain fairly constant. The Government buys the bulk of its requirements in the spring and summer months of high production and smaller quantities during low-production months. October and November quotas were expected to be lower even than for September.



## WRAPPING PAPER STRETCH

. . . . By Louise R. North

"Sorry," you tell your customer, "we're all out of heavy paper sacks." He gives you an unpleasant look, glances behind your grocery counter to see if you are holding out on him for someone you like better. You wonder just why you can't get enough sacks and paper, and what you will do if the situation gets any worse.

During the second quarter of 1944, total production of kraft wrapping paper and paper bags for carrying food was about 11 percent less than in the first quarter, and approximately 23 percent less than in the second quarter of 1943. Furthermore, 1943 production was approximately 20 percent below that of 1942, a "normal" year.

Since 1941, consumption of pulpwood--the primary raw material in paper and paperboard--has been at a higher rate than imports and domestic production. As a result inventories are now down to about three-fourths of normal. There is a shortage of manpower in the woods to cut the pulpwood, and the trucks used in hauling pulpwood out of the woods are wearing out. Since March 1942, when truck allocations began, the pulpwood industry has received about 12 percent of its normal truck requirements.

Before the war, we imported part of our pulpwood from Canada; part of our wood pulp from Canada, Norway, Sweden, and Finland; and the bulk of our newsprint from Canada. The war cut off our Scandinavian woodpulp supply and reduced our supply of pulpwood, wood pulp, and newsprint from Canada.

The packing and packaging of supplies for shipment to servicemen overseas are as important as producing the supplies. Clothing, equipment, and food are useless if the packages fail to protect them in transit. Every piece of equipment has to be individually wrapped in waterproof paper, usually in triple layers. Smoke and explosive shells for 4.2-inch chemical mortars are individually wrapped and then placed in boxes with waterproof liners.

It takes 25 tons of blueprint paper to make a plan for a battleship. Each Signal Corps radio set takes 7 pounds of kraft paper, 3 pounds of book paper. Seven hundred thousand different kinds of items are shipped to the Army--and they're all paper-wrapped or -boxed. Every year the Chemical Warfare Service uses more than 8,000 tons of paper for waterproofing overseas shipments. The entire output of one paper mill is not enough to keep up with the demands of storage depots alone.

According to a recent report of the War Production Board, retailers in this country may expect to have less than half their usual supply of wrapping paper and paper bags. The strictest possible economy in the use of these items is necessary if all types of goods, including food, are to be moved into the hands of civilian users. One new bag or piece of wrapping paper must do the work three or four did before this country went to war. The customer will have to accept many articles unwrapped. Purchases from different departments of the store will have to go into one bag. Merchandise already wrapped or boxed, such as bread, cereals, soap products, coffee, carton eggs, must be taken "as is." And customers should carry shopping bags or baskets.

Here are some ways grocers and their employees can do something about the situation: They can use the smallest bag possible, packing it well. They can urge their customers to bring back bags for further use. They can use no bag within a bag unless there is a downright necessity. They can cut to the bone the wrapping they do on the food they deliver to customers by truck. Finally, they can save and use the boxes and paper that came with their own supplies.

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#### GROWER SUPPORT PRICES FOR DRIED PRUNES ANNOUNCED

Support prices recently announced for this year's crop of West coast dried prunes reflect increases over 1943 prices to growers of roughly \$30 a ton. The prices were designed to cover higher production costs resulting from a reduction in volume of fresh prunes produced in 1944, and to encourage the drying of enough prunes to meet military, civilian, and lend-lease requirements.

Under a Commodity Credit Corporation purchase program, the quantities to be available to civilians will be resold in normal trade channels at about the same price levels as during 1943. Dried prunes are required to be set aside for Government requirements under WFO 16.

-oo-

Because the 1944 pack of canned salmon was running considerably short of preseason estimates, WFA has increased the percentages of four grades of canned salmon required to be reserved from the current pack for delivery to Government agencies. The increases: Red, coho, and pink salmon up from 60 to 70 percent; chum up from 40 to 70 percent.

FOOD PROCESSORS, WAREHOUSEMEN  
URGED TO GUARD AGAINST FIRE

*More than half of the \$145,000,000 fire loss to industrial plants in 1943 occurred in food processing and storage facilities.*

*Farm fires cost a reported monetary loss of \$100,000,000 a year.*

*Destruction of 12,000,000 bushels of grain in 1943--the average annual product of 12,000 grain farms--was only one item.*

This story is about food and fiber--and an old enemy, fire. We cook and heat with fire, power our factories with it, use it in wartime to blast enemies. But, like a faithful dog gone mad, fire on the loose becomes a monster. If you have ever stood shivering at 3 a. m. and watched your home or business go up in licking flames--your money, labor, plans--you will understand.

Insurance is, of course, an offset against such loss. The insurance company has to pay, but this doesn't conserve property which in wartime is more important than ever to conserve.

In this coming year, as the President pointed out in proclaiming the week beginning October 8 as Fire Prevention Week, we must stop preventable fire destruction of food, fiber, and other vital supplies.

There is another factor in the situation, too, for the processor or warehouse operator. A fire loss today forces him out of his chosen business for months and often for the duration because in many cases he cannot get the building materials to restore his plant or warehouse as a going concern.

What can he do about it?

One thing: He can call his employees together for brief but regular fire-prevention sessions. This method of continually bringing to mind the simple, common-sense rules whose nonobservance through carelessness causes most fires, would alone greatly reduce U. S. industrial fire losses. At such sessions the employees themselves, many of them nowadays new on the job, could be encouraged to do most of the talking about ways to prevent fire. One point to emphasize is that the careless handling of tobacco and matches is among the big causes of industrial as well as home fires.

Here are some other suggestions:

Clean up all combustible rubbish, and keep safe containers for waste in safe places.

Examine fire extinguishers, hoses, and other fire-fighting equipment at regular intervals of not more than 6 months. Make sure extinguishers are sealed so they cannot be tampered with.

Have sprinkler systems tested regularly, and do not pile stored material within 24 inches of sprinkler heads.

If fire doors are designed to be kept shut, keep them shut. If they are the open kind that fire shuts automatically, keep openings unobstructed.

Talk about fire prevention with local fire department officials and the insurance underwriters' inspectors. These men have had lots of experience.

Most of these suggestions are not new. The main thing, though, is that they remind. Because reminders are what all of us, including employees, need. Reminders to do the little "good housekeeping" things we have known about for a long, long time, but which--because to overlook them was easier and human--we have just gone ahead and left undone.

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#### SPAIN TO SELL U. S. 3,000 TONS OF OLIVE OIL

WFA has arranged with the Government of Spain for the exportation of 3,000 tons of olive oil to the United States. Private interests may purchase the oil through regular trade channels. Olive oil, which is used principally for medicinal and edible purposes, was among the several oils which WFA returned to private trade several months ago; to import it no permit is necessary.

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#### DEHYDRATED VEGETABLE REQUIREMENTS INCREASED

Noncivilian claimants are expected to receive 30 million pounds more dehydrated vegetables during the 1944-45 fiscal year than was estimated in preliminary allocations released last April, but civilian requirements remain unchanged. A result of greater U. S. military and war services needs, the increase will come largely from reserve stocks.

Of an estimated total allocable supply of 277 million pounds of dehydrated vegetables, about 95 percent will go to U. S. military and direct and indirect war services, and U. S. civilians will receive the remaining 5 percent for use in the manufacture of soups. Noncivilian agencies are expected to receive 265 million pounds; civilians, 12 million pounds. The revised estimates represent an increase of 98 million pounds (about 67 percent) more than the allocable supplies during the 1943-44 season.

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The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Distribution, War Food Administration, Washington 25, D. C.

## *Addresses*

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## Reports

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# Effectiveness of Campaigns for Minimizing Consumer Food Waste.

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Tentative U. S. Standards and Weights for Wholesale Grades for  
Shell Eggs. Effective September 25, 1944. 4 pp. (processed)

Survey of Community Food Preservation Centers, 1943 . . . . .  
September 1944. 7pp. (processed)

Eat a Good Breakfast . . . To Start a Good Day. AWI-107. . . . .  
(Bureau of Human Nutrition and Home Economics, ARA) August 1944.  
7p. folder (printed)

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